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6 **Ideology** Do you feel obliged to 'act for the animals' as a duty or as a role you must play? Does this define your identity? Have ideas got you?

10 **Guilt soaked?** Are you putting too much into your bath?

FASHION

12 **Vegan police** Have you got the right accessories for this season? We tell you 'what's in'.

23 **Cliques** We show you how to adopt a posture that destroys your personality but guarantees acceptance.

19 **The press** - We confirm that they're wankers.



Real Life Confession:
"I was an animal rights extremist". On page 30.

cruel guide to ideology contents



12 Just how cruelty free can you be? We boldly destroy the myths and show that all the things in all the shops are in fact cruel.

ALSO INSIDE! a gripping account of personal experiences and thoughts from within the animal rights movement, concentrating on the disillusionment felt around its liberalism. And finally, the realisation that all possibilities and desires are to be found not in the distractions, specialised causes or protests, but in your own everyday life.

anonymous and anticopyright

animal liberation devastate to liberate?

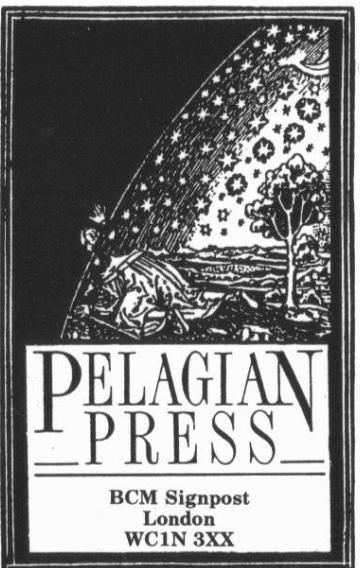


or devastatingly liberal?

Animal Liberation: Devastate to liberate ? or devastatingly liberal ?
Anonymous

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The views expressed in this pamphlet are not necessarily those of the publishers



Publishers of obscure, neglected and refractory writings.

"One can only empathise with individuals, motivated by a sincere desire for reform, who join ecology groups, consumer organisations and alternative political parties. In any of these groups these individuals are directed by a firmly entrenched leadership through a maze of politically motivated compromises to an end that is sadly predictable: the indefinite postponement of profound social transformation, the enrichment of the careers of a few bureaucrats and the permanent disillusion of a number of intelligent individuals."

from 'Call it Sleep' - Cronin/Seltzer

The movement which has sprung up around animal rights has gained widespread notoriety and a fair amount of support. It appeals to all sorts of people, generally the compassionate souls and especially the young. Kids, grown up in a world where the cruelty and horror has never been more openly and apparently fraternised by the media and educational system, look for something to do about it all. The lure of the animal rights movement lies exactly in that it *appears* that you can do something about it.

With its demonstrations, sit-ins, hunt sabotage, commando style Animal Liberation Front (ALF) raids etc. the movement certainly has the airs of militancy surrounding it and even if someone doesn't get directly involved in stuff then they can still feel part of it. It would be hard to deny that this is where it has its appeal, nestling smoothly alongside the altruistic, caring for the wounded. All sorts of folks pass through the movement, from the gentle and mild mannered to the angry or the just plain weird.

But for all of the militant pretence there has always existed within the animal rights movement the belief that the current social structure can adapt itself to existence *without* animal abuse. All sorts of pressure groups campaigns are set up, so as to persuade parliament to bring in legislation which will miraculously end humans persecution of other species.

Any casual glance at history will of course show that such reformist politics, asking or pressurising governments to reform their practices and laws, offer no road to genuine change but a dead end. Here in the cul-de-sac of half granted demands and absorbed 'sell-outs' you'll find countless genuine desires for social transformation twisted into new forms of oppression. The meaningful change we crave is permanently postponed by those in power.

All this amounts to is a constant banging of heads against brick walls and one would be forgiven for thinking that the resultant bruising caused to the brains of animal rights campaigners is responsible for the staggering naivety within the movement. But it goes